

GRAND CANYON TRIP STARTS JUNE 4th

Its Your Fault If You Don't Go

Three Things You Need On Your Car

Prestolite Starter

One that starts your car twenty-four out of twenty-five times. Installed for **\$25.00**

Van Aucken Gasoline Range
Goes on your dash. Installed for **\$6.00**

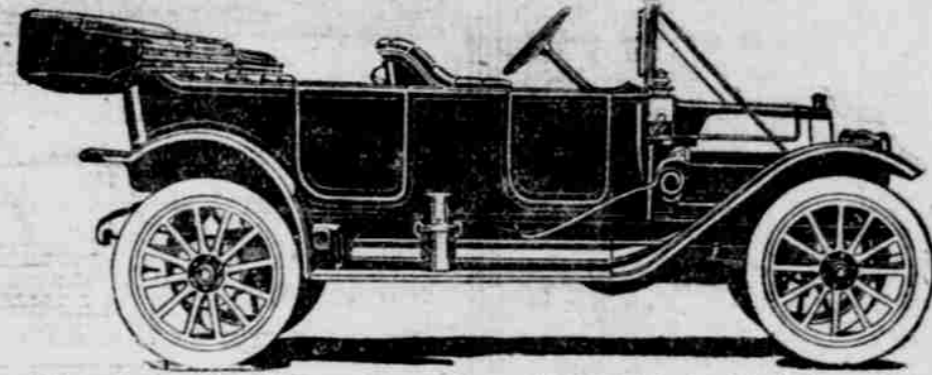
PRESTOLITE BOX

Installed for **\$4.50**

All three of the above installed in your car for **\$34.00** complete. We have plenty of Prestolite Exchanges. :: :: :: :: :: ::

Arizona Motor Company, Inc. State Agents For Stromberg Carburetors

Studebaker



Flanders "20" Touring Car—\$1000 F. O. B. Phoenix

OWN A CHAMPION CAR

It's only human for a man to feel proud of his possessions. To own something which everyone else recognizes as **supremely desirable** helps mightily to make life better worth living.

Ownership of a motor car confers a distinction of this sort. But the distinction is infinitely greater when that motor car belongs to a family that has **class, reputation, history.**

To own a champion motor car should be the aim of every wise buyer.

It's pleasant to know that a champion motor car is not necessarily an expensive one. You can buy an **E-M-F "30"** for \$1335 or a **Flanders "20"** for \$1000.

Each is the champion of its class.

The motoring world is still ringing with the marvelous feat of the three E-M-F "30" cars that finished one, two three, in the Tiedeman Trophy race at Savannah—the biggest event of the year for cars of that class.

The setting of nine new world's marks for the smaller class by the Flanders "20" at Indianapolis is a speed feat unique in the season's records.

You and your friends have heard time and again of the triumphs these cars have scored on road, track and hill. Among cars of popular price all over the world they stand supreme in speed, strength, safety and stamina.

More convincing still is the satisfactory service these cars are doing in the hands of more than 50,000 owners, all over the world.

An E-M-F "30" or a Flanders "20" is the sort of car its owner loves to talk about.

HOW TO PICK YOUR 1912 CAR

Buy a well finished car with no gaudy trimmings.
Buy a car rigidly guaranteed by a manufacturer who has kept faith with prior customers.
Buy a car of which your friends speak well. Don't trust merely the statement of a slick salesman.
Don't buy the cheapest car. The cheapest on the market is seldom a good buy in any sort of machinery.
Buy no car because of a plausible appearance not yet tested for at least a year in actual service.
Buy a car that hasn't an extreme feature in its makeup. There are cars that are too light, as well as cars that are too heavy.
Buy a car that is a known quantity, built by a manufacturer of known reputation.
BUY A CAR THAT ISN'T A GAMBLE.

LATE ORDER, ISSUED BY THE PRESIDENT, WILL RELIEVE THE SMALL STOCK GROWER

WASHINGTON, April 13.—(Special) President Taft by the adoption of what is now a well established policy, to a new end, has set inside certain springs and small streams in the Great Lake Desert of western Utah as public watering places. In order to realize the far-reaching effect of this new conservation measure, and the boon it will be to the small stock grower it is necessary to understand something of conditions in the semi-arid grazing regions of the far west. There are in the Rock Mountain and Pacific coast states many large areas of excellent grazing land in which the number of places where water for man or beast can be obtained is relatively small. Sometimes the shortest distance between water holes is ten, twenty, thirty, or even fifty miles. Some of these watering places are springs, some of them ponds of alkaline water, some of them small streams flowing down from adjacent hills or mountains and becoming lost on the edge of the desert. The lands in large part support a growth of grass and small brush which is excellent fodder for horses, cattle, or sheep, and since practically all these areas are government land they are "free range" for whomsoever may dare to graze his stock thereon. How-

ever, stock cannot live without water, and unless there are watering places available to a stock owner it is impossible for him to utilize the range. As a result of these conditions it has come to be common practice in some parts of the west for a cattle or sheep outfit to obtain possession of the few scattered water holes in a given territory and by this means to monopolize the grazing privilege almost as effective as it actually owned every acre of the area. In consequence the small stock owner has been placed at a serious disadvantage and in many localities has been forced out of business. Officials of the interior department who have been studying conditions in the public land states have for a long time advocated legislation to regulate the control of grazing on the public lands in order to prevent these and other abuses, such as the overstocking of the range. Pending such congressional action they have sought some means to prevent the monopolization of the public lands through this control of the watering places and have found it in the withdrawal act passed in 1910 upon the recommendation of President Taft. This law provides that lands may be reserved by the president for

water sites, irrigation, classification of lands, or other public purposes. The president feels that the setting aside of these watering places for public use is a distinct and beneficial public purpose, in harmony not only with the letter but with the spirit of the law.

By withdrawing these tracts acquisition by interests which desire through them to control or monopolize grazing on any particular portion of the public domain will be made impossible. The tracts thus reserved will be held open to the public and any cattleman or sheepman or horse raiser, whether he is rich or poor, the owner of a few or many hundreds or even thousands of head of stock may use these public watering places whenever he sees fit and will thus be enabled to avail himself of the grazing privileges to which any citizen is entitled on the unappropriated lands of the public domain. Moreover, should congress at any future time decide to pass a grazing law the retention of these watering places in public ownership will make the enactment of a satisfactory law impossible; whereas if the water should pass into private hands the framing of a law providing for the control of grazing on the public domain would be useless, because the law itself would be inoperative.

The present action will really be beneficial to both large and small stock growers, although it will doubtless not be pleasing to those who desire to exclude rivals from the

range by the acquisition of the watering places. The competition and struggle for existence in many places has grown so keen that even to the largest outfits the strife has become burdensome and to some of them at least the removal of one of the causes of contention by the reservation of the springs and streams for the common use of all will be a desired relief. To the small grower who has been fighting for existence and who has seen his grazing area diminish year by year as he has been barred from this spring or that stream, it will be welcome news that the government has taken steps that will at least make the competition fairer.

ALL RECORDS BROKEN.

All records for quantitative manufacturing were broken during March by the Studebaker Corporation, whose Detroit factory produced an almost equal number of E-M-F "30" and Flanders "20" automobiles, to the combined value of \$4,276,000—a figure far in advance of anything ever before attained by any of the world's motor car builders.

Across the Detroit river, at Walkerville, Ont., the Studebaker Corporation of Canada was increasing this record by an output marketed at \$225,000 more. The grand total for the month's work was, therefore, exactly \$4,501,000.

This record was set despite the fact that a freight car famine was prevalent in Detroit throughout the month, rigidly limiting the number of automobiles which could be marketed daily. But for this handicap, the value of the March Studebaker product would have been increased by at least \$500,000.

In addition to the month's record, the Studebaker plants also established a new figure for one day's shipments. On March 26 a total of 374 new motor cars were loaded at the Studebaker sidings and started on their journey to the salesrooms of 98 Studebaker branches and dealers in the United States and abroad.

Despite the setting of these world's records for production, the Studebaker plants closed the month as far behind orders as at the start of the sprint. This makes it almost certain that production in April will surpass that of March even though the latter month contains one more day.

As a manufacturing achievement, aside from its interest to motorists and students of business conditions generally, the Studebaker feat is of great importance. To produce more than four and a half million dollars' worth of goods in twenty-six working days is a labor so immense as to stagger imagination, particularly when the article of manufacture is a creation as complex as a motor car.

To make the feat possible the Studebaker organization had to lay its plans for many months in advance. Unusual quantities of raw material had to be secured and stored, for there must be no short-

age of even an unimportant nut or bolt when production is being speeded up. For some departments there was no rest during the entire month. Day and night the great steam hammers pounded away incessantly, and the case-hardening ovens where the special steels are treated, were never allowed to cool. Some of the machine shops toiled incessantly.

General Manager Gunn allows nobody to question whether or not the March record can be broken in April. He is confident that the 13,000 workmen in the twelve Studebaker plants have only limited at what they can really accomplish. The only element of doubt is the supply of freight cars. If enough of these can be secured, dealers in the United States and Canada will be enabled to turn over to waiting customers a round \$5,000,000 worth of cars, made complete in the Studebaker shops during April.

VALUE OF LENTEN SELF DENIAL

To drop a few pleasures for a brief season, only to plunge into them with new zest as soon as that season is ended; to cut off sundry luxuries for a few days, only to take them up again with others added; to force one's self perfunctorily into a pious frame of mind at the dictate of an ancient custom, and then jump out of it at the earliest opportunity, surely this smacks of the artificial, and can accomplish no permanent good. By linking religion with petty and inane self-denials like the giving up of a cigar or a box of chocolates, and by magnifying the importance of paltry acts of penance, there is great danger of degrading the whole idea of piety and making Christianity seem a superficial and flimsy thing.

The surface of life is just now demanding so much attention that many of us do not care to look within. Life in great cities has compelled us

to consider with absorbing gaze the exterior. Our lives are lived under the eyes of others, and we are solicitous as to what they see. Reputation was never worth so much as it is today, and we must have it even at the expense of our character. We place unwholesome emphasis on externals. We are expert judges of the skins of things. We note on appearances. We are devotees of the surface. We are adepts in the use of enamels, varnishes and veneers. We gild many things and whitewash many others. We make a show even though we have little to make out of. We keep up appearances even though it kills us. Life for many becomes a haggard struggle to please the eye of mortals. It is a truism easily forgotten that "God sees not as man sees. Man looks on the outward appearances, but the Lord looks on the heart." Dr. Charles E. Jefferson in Woman's Home Companion.

EXPERIENCE AND EFFICIENCY

Count Most in Auto Repair Work

It pays you to watch and get the best—pay you ten-fold. Our workmen insure you prompt and efficient work. Just give us one trial. We can easily prove our claim to get some of your work, particularly the intricate kind.

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Our saddles are made of the best California leather. The Porter saddle is the best, quality considered. Our reputation of 15 years in business in Phoenix will insure you fair treatment and right prices.

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